



I-BEE (Impactful Business Education Excellence Network) Newsletter

Winter 2025. Issue No2

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Welcome



Welcome to our I-BEE newsletter!

Welcome to the second I-BEE (Pedagogy Network) News letter, Winter issue 2. The aim of the network is to provide colleagues a space to:

- +Engage in pedagogic scholarship with a view to enhancing student success within WBS.
- +Enhancing colleague career progression.
- + Providing colleagues a recognized network and a community of practice that will validate their pedagogic interests and will be a forum to support their career progression on teaching and learning pathway.

Career Spotlight



Strength-based career development at WBS

As per our College Forum discussions, WBS is moving forward with adopting a strength-based approach to student career development. At the last Forum, we introduced the Cappfinity strengths tool and invited colleagues to express interest in trying it out themselves.

If you would like to experience the tool firsthand, please submit your name via the link below. Many thanks to colleagues who have already let us know of their interest—we really appreciate your engagement and support as we take this work forward.

[Cappfinity Trial – Fill in form](#)

Conferences/Presentations/Workshops/Grants



External

*ExperienceED Festival. Presentation Proposal submission deadline 27 February 2026.

<https://experiencedfestival.sites.northeastern.edu/>

*PRME UK & Ireland Chapter. Conference and Experiential Learning day. Deadline 13 March

<https://www.bath.ac.uk/events/prme-uk-ireland-chapter-conference-2026/>

*Talk Teaching, Transforming course design learning through universal design for learning. Tuesday 27 January 2026, 13- 14 hours.

<https://westminster.cventevents.com/hub/events/5e049525-2bca-4ce0-94c3-066f0fdc912a/landing>

*Academy of Marketing 2026. Pedagogic research grants. Application deadline 12 Noon GMT. 16th March.(£2000)

[Pedagogic Research Grants - Academy of Marketing](#)

*Immersive Futures: VR, Global Goals and Responsible Business Education. 18 Feb 2026, 13 – 17 Hours. TBC

*Designing for Judgement in the Age of GenAI

(ai A discussion on how GenAI is reshaping curriculum design, assessment, and employability by shifting where judgement, interpretation, and responsibility sit). Wed 18 Feb 2026, 12 -13 hours on Teams.

https://forms.office.com/pages/responsepage.aspx?id=FM9wg_MWFky4PHJAcWVDVpXUrhmo-Y1HqRznKmatgipUQ0kxMUxQWks5NIBMNkVBRVFWM0ZSRFRUMS4u&route=shorturl

*Tensions, Trade-Offs and Open Questions in Marketing Education. (A session focused on what remains difficult, contested, or unresolved — where evidence, professional values, and institutional realities pull in different directions).

Monday 23 February 2026, 12:00–13:00 (Microsoft Teams). [Registration: Webinar-Tensions, Trade-Offs and Open Questions in AI Marketing Education](#)

*CABS - Learning, Teaching & Student Experience 2026.

LTSE 2026: The UK's leading gathering of business and management educators. 18th - 19th May 2026. Submit an abstract before 30.01.2026: <https://charteredabs.org/events/ltse-2026-submission-portal>

*PRME Sustainability Case Writing Awards. Submit Online. Deadline 20.02.2026.
<https://www.iveypublishing.ca/s/sustainability-case-writing-awards>

Internal

*WBS I-BEE Workshop. Gamification of learning 21 January 2026. 14 – 15 hours.

<https://www.eventbrite.co.uk/e/i-bee-workshop-tickets-1977509895330?aff=oddtcreator>

*WBS I-BEE in partnership with PRME London and South East Network: Immersive Futures: VR, Global Goals and Responsible Business Education. 18 Feb 2026, 13 – 17 Hours. TBC